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Memorandum

TO: BATA Oversight Committee

DATE: February 6, 2008

FR: Executive Director

RE: Contract – Video Tolling Demonstration Project: PBS&J

Background/Concept

Staff is proposing to conduct a feasibility study of implementing a video tolling system on the state-owned bridges in the Bay Area. Video tolling systems are currently being studied and deployed by a number of toll facilities throughout the country. The concept of video tolling includes a system whereby tolls are charged by reading license plate images of cash-paying vehicles and then identifying these motorists for pre- or post-payment. The potential benefits of a video tolling system include 1) significantly increased vehicles throughput of the toll plazas, 2) improved air quality since fewer or no vehicles would need to stop at the toll plazas, 3) reduced toll plaza infrastructure requirements (toll booths, plazas, etc.), and 4) reduced manual toll collection expenses.

Video tolling is not a new concept. The 407 Electronic Toll Road in Toronto, Canada has been in operation for more than 10 years. In the USA, video tolling systems have recently been implemented on the Selmon Expressway in Tampa, Florida and State Highway 121 near Dallas, Texas. Additionally, a number of other toll agencies are studying the feasibility of implementing video tolling at their facilities.

The proposed video tolling study on the state-owned bridges is to determine the feasibility and assess the operational and financial impacts of implementing a video tolling system. The study effort will include, but not be limited to, an evaluation of the following areas:

- Toll collection payment structures (tags, cash, video)
- Toll plaza and lane configurations (e.g., signage, lane configurations, etc.)
- Back office processing requirements
- Cost effectiveness and potential revenue loss
- Public acceptance
- Privacy issues
- Legal and authority issues

The study effort also includes defining a potential video tolling demonstration project at one or more of the bridges. The determination to proceed with a demonstration project will be dependent upon the results of the feasibility analysis.

At its September 2007 meeting, the California Transportation Commission (CTC) awarded BATA a total of \$1,881,000 in Traffic Congestion Relief Program (TCRP) funds to conduct an analysis, develop a plan, and implement a video tolling demonstration project on one or more of the state-owned bridges in the Bay Area.

Consultant Selection

In December 2007, the Bay Area Toll Authority (BATA) issued a Request for Proposal (RFP) for the purpose of selecting a consultant to conduct an evaluation and develop a plan for implementation of a video tolling demonstration project on one or more of the state-owned toll bridges. Proposals were due by January 11, 2008.

Four consulting firms submitted proposals. Upon completing its initial evaluation of the proposals, the evaluation panel (made up of three BATA staff and one Caltrans staff) selected three consulting firms to advance to the interview process. The three firms that were interviewed were:

- PBS&J (San Francisco, CA)
- Booz-Allen-Hamilton (San Francisco, CA)
- Kimley-Horn and Associates (Oakland, CA)

Based on the results of the interviews and the final evaluation, the panel recommends the selection of PBS&J to conduct the feasibility study. The PBS&J team was determined to be the most advantageous to BATA based on its experience in the toll industry. They successfully oversaw the implementation of a video tolling system on the existing Texas State Highway 121 toll facility within six months. Among other strengths, the proposal also reflected a detailed understanding of the issues associated with this project, offered staff with significant experience in similar projects, and demonstrated an effective approach to completing the project.

Recommendation

We recommend that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with PBS&J in an amount not to exceed \$600,000 to provide consulting services for the Video Tolling Demonstration Project as described herein.

/Steve Heminger/

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1252
Consultant:	PBS&J San Francisco, CA
Work Project Title:	Video Tolling Demonstration Project
Purpose of Project:	To evaluate the feasibility of implementing a Video Tolling Program on state-owned bridges in the Bay Area.
Brief Scope of Work:	Develop policies, business rules, operations plan, and implementation plan; conduct a financial impact analysis; assist in implementation of demonstration project; and conduct evaluation.
Project Cost Not to Exceed:	\$600,000
Funding Source:	State Traffic Congestion Relief Act funds
Fiscal Impact:	FY2007-2008 Toll Bridge Rehab Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with PBS&J to provide consulting services and the Chief Financial Officer is authorized to set aside funds in the amount of \$600,000 for such contract.
BATA Oversight Chair:	<hr/> Steve Kinsey
Approved:	Date: February 13, 2008